

## Strategic Commitments of SoM

The new School strategy aligns with the University's Strategy 2021-2025 and is framed around a series of six core strategic commitments which underpin our new mission and vision:

- Formation of a new pattern in disciplinary development
- Significant enhancement of innovative capacity in scientific research
- Improvement in the level of team building
- Deepened international exchanges
- Significant improvement in the quality of talent cultivation
- Noticeable enhancement of social service capabilities

Mission	Strategic Commitments		Sub-strategy					
			Disciplinary Development Strategy with Distinctive Features	Excellence in Talent Cultivation Strategy	Social Service Enhancement Strategy	Internationalization Action Strategy	Brand Enhancement Driving Strategy	Cultural Construction Advancement Strategy
To establish strategic global guidance	SC1	Remarkable Achievements in Discipline Construction	√	√	-	√	√	-
	SC2	Obvious Advantages in Scientific Research	√	-	-	√	-	-
To explore advanced managerial knowledge	SC3	Improved Team Building	√	√	-	√	√	√
	SC4	Further Advanced International exchanges		-	-	√	-	-

To educate well rounded management elites	SC5	Significantly Improved Talent Cultivation Quality	-	√	-	√	-	√
To promote the development of a tolerant society	SC6	Noticeable Enhanced Social Service Capacity	√	-	√	-	√	√

## 1.1 Disciplinary Development Strategy with Distinctive Features

	Commitment	Objective	KPI	Target (2025)
<b>SC1</b>	Remarkable Achievements in Discipline Construction	Refine disciplinary features and strengthen the development of robust and distinctive disciplines	Rankings of first-level disciplines in Business Administration and Management Science and Engineering	All entered the top 10 domestically
		Enhance forward-looking exploration and optimize the disciplinary layout	Rankings of Economics and Business disciplines in Social Sciences	Enter the top 1‰
			ESI Rankings for Economics and Business disciplines	Enter the top 1%
		Promote interdisciplinary integration and expand disciplinary boundaries	Introduce new emerging majors	1-2
<b>SC2</b>	Obvious Advantages in Scientific Research	Strengthen theoretical innovation, actively respond to national demands, and reach new heights in scientific research	Cultivate basic research teams oriented towards cutting-edge technology	5-8 teams
		Achieve significant breakthroughs in the key	Secure additional national-level projects	40+ items

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
		areas of focus within the “Management and Communication” discipline group	Key National Natural Science Projects, National Key Social Science Projects, Major Projects of the Ministry of Education in Philosophy and Social Sciences, and other significant projects	4-6 items
			Achieve provincial-level and above awards	4-6 items
			Publish over 20 papers in top-tier international and domestic journals	Over 20 papers
			Publish high-quality English and Chinese papers in A-level and above journals	120 papers
			Publish monographs	20 books
		Establish the “Yuyuan Management Forum” brand for academic exchange	Invite world-renowned scholars to give lectures at our School	2-3 sessions per week
			Host high-level academic conferences	5-10 times
<b>SC3</b>	Improved Team Building	Bring in top-tier expert teams to participate in disciplinary development planning and evaluation	Recruit top-tier experts to serve as international department chairs, visiting professors, and similar positions	3-5 individual
		Increase efforts in recruiting and developing faculty talent, and strengthen the training of young teachers	Recruit and cultivate talents to obtain National-level Talent program from the Ministry of Education	0-1 individual
			Recruit and cultivate talents to obtain National Science Fund for Distinguished	0-1 individual

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
			Young Scholars	
			Recruit and cultivate talents to obtain national-level young scientist program from Ministry of Education	1-2 individuals
		Strengthen faculty team development to build high-quality teaching and research teams	Build academic innovation teams centered around leading academic talents	2-3 teams
			Build cutting-edge academic innovation teams centered around young academic talents	3-5 teams
			Faculty team size	Expand by 20%
<b>SC4</b>	Further Advanced International exchanges	Enhance academic discourse power to contribute to Chinese wisdom	Sending faculty and students abroad for exchanges	50 individuals annually

## 1.2 Excellence in Talent Cultivation Strategy

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
<b>SC1</b>	Remarkable Achievements in	Optimize the professional structure and promote interdisciplinary integration	Ranking of each programme in its field	Top 10% nationally

	Commitment	Objective	KPI	Target (2025)
	Discipline Construction		Interdisciplinary courses and interdisciplinary research projects	5-10
SC3	Improved Team Building	Establish talent hierarchies in various disciplinary directions, set up talent zones and development mechanisms at all levels, and achieve a high-density, high-quality faculty layout	Build academic innovation teams centred on leading academic talents	2-3 teams
			Build cutting-edge academic innovation teams centred on young academic talents	3-5 teams
SC5	Significantly Improved Talent Cultivation Quality	Emphasize undergraduate education and build a "broad-based and generalist" professional system	Create nationally top-tier undergraduate courses	2-3 courses
			National planning textbooks	1-3 items
			Offer high-quality internationalized courses for graduate students	Over 20 courses
			Establish new national-level top-tier professional development points	1-2 points
			Establish new provincial-level top-tier professional development points	1-2 points
		Target distinctive disciplinary positioning, integrate practice-oriented innovation, and strengthen innovation and entrepreneurship education	Proportion of students participating in practical innovation and entrepreneurship training	85%
			Students winning awards in various competitions	Increase by 10%
			Establish new off-campus internship bases	5-10

### 1.3 Social Service Enhancement Strategy

	Commitment	Objective	KPI	Target (2025)
SC6	Clearly Increased Social Services Capacity	Leverage technological advantage to support national and regional economic development	Collaborate with local governments, local science parks, and enterprises on technology projects or provide technical consulting and training	10-15 projects
		Strengthen the construction of high-end professional think tanks to actively serve key national public policies	Establish a new type of think tank with Chinese characteristics that directly serves national strategies	1-2 think tanks
			Form influential national-level think tank research centers or national-level bases	1 base
			Co-establish provincial and ministerial joint research centers with government departments and major enterprises	2-3 centers
		Unite alumni to build a community dedicated to "integrating science and business for the prosperity of the nation"	Strengthen social training and use off-campus practice and internship bases to deepen students' connections with society	over 2,000 individuals cumulatively for domestic government departments and enterprises

## 1.4 Internationalization Action Strategy

	Commitment	Objective	KPI	Target (2025)
SC1	Remarkable Achievements in Discipline Construction	Leveraging international accreditation systems to align with the standards of top international business schools	Economics and Business Discipline ESI Ranking	Enter the top 1%
			Social Science Ranking for Economics and Business Disciplines	Enter the top 1‰
SC2	Obvious Advantages in Scientific Research	Research to meet national demands, demonstrate China's mode to the world	Cultivating basic research teams focused on cutting-edge technology	5-8 teams
			Publishing over 20 papers in top international and domestic journals	Over 20 papers
			Publishing high-quality English and Chinese papers in A-level or above journals	120 papers
		Establishing the <i>Yuyuan Management Forum</i> brand for academic exchange	Inviting globally renowned scholars to lecture at our institution	2-3 sessions per week
		Hosting high-level academic conferences	5-10 times	
SC3	Improved Team Building	Building a world-class, internationalised faculty	Increase the number of international teachers	1-2
SC4	Further Advanced International exchanges	Deepening international cooperation and establishing exemplary collaborative platforms	Proportion of undergraduate students participating in overseas exchange programmes	Increase to 10%
			Proportion of internationalized open courses among total courses	10%
			Proportion of international students	8%

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
			Establishing international journals	
		Advancing various forms of joint talent development between Chinese and foreign partners	Training international students	Over 100 people annually
			Number of students from developed countries studying in China	Increase
		Promoting international exchanges to facilitate the growth of faculty and students	Sending faculty and students abroad for cultural exchanges	50 people annually
		Organizing cultural exchanges among teachers and students at home and abroad, promoting excellent traditional Chinese culture	Training master's and doctoral students, promoting Chinese culture and excellent business management practices	100 people
<b>SC5</b>	Significantly Improved Talent Cultivation Quality	Provide an enriching and globally-oriented educational experience, fostering the development of well-rounded and globally competitive graduates	Provide more English taught courses	2-5 courses



## 1.5 Brand Enhancement Drive Strategy

	Commitment	Objective	KPI	Target (2025)
SC1	Remarkable Achievements in Discipline Construction	Focus on internal quality and build the brand outward	Continuing the international accreditation by AACSB, EQUIS, and AMBA	Continuous successful accreditation
		Strengthen lifelong learning	Strengthening training efforts for faculty according to the needs of different disciplines and stages of education, conducting multi-level and multi-dimensional training	3-4 sessions per semester
			Continuing to build academic exchange brands such as the "Yuyuan Management Forum" and "High-end Academic Forum of the Management School," making full use of alumni intellectual resources, inviting outstanding alumni to participate in "Management Lecture " and "Alumni Lecture"	2-3 sessions per week
		Implement comprehensive teaching reform and achieve fruitful results, improving the talent cultivation system and model	Establishing national-level faculty teams	1-2 teams
			Winning national-level teaching achievement awards	1 award
			Establishing new off-campus internship bases	5-10 bases

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
<b>SC3</b>	Improved Team Building	Fully implement the "Course Project Group" to promote teaching reform, integrating the AOL teaching quality assurance system throughout the teaching process	Expanding the size of the faculty team	Expand by 20%
			Securing winners of "Changjiang Scholars" Distinguished Professors, "Thousand Talents Program" Scholars, and "Foreign Experts Thousand Talents Program" Scholars from the Ministry of Education Recruit and cultivate talents to obtain National-level Talent program from the Ministry of Education	0-1 recipients
		Optimize faculty and resources, moderately expand the scale of full-time teachers, strengthen the introduction and cultivation of top talents in the faculty team, and improve the overall level of faculty	Securing winners of the National Science Fund for Distinguished Young Scholars Recruit and cultivate talents to obtain National-level Talent program from the Ministry of Education	0-1 recipients
			Securing Ministry of Education "Young Changjiang Scholars," National Excellent Young Scientists Fund, and Organization Department's "Young Top-notch Talents" Recruit and cultivate talents to obtain National-level Talent program from the Ministry of Education	1-2 recipients
Establish talent hierarchies in various disciplinary directions, set up talent zones and development	Building academic innovation teams centred on leading academic talents	2-3 teams		

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
		mechanisms at all levels, and achieve a high-density, high-quality faculty layout	Building cutting-edge academic innovation teams centred on young academic talents	3-5 teams
<b>SC6</b>	Clearly Increased Social Services Capacity	Continue to build the brand of the <i>Management Journal</i>	Launching an international edition of the <i>Management Journal</i>	Successfully established
		Raise the international profile and reputation of SoM	Increasing participation in national, regional, industry, community development services	Improve by one level on the existing basis

## 1.6 Cultural Construction Advancement Strategy

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
<b>SC3</b>	Improved Team Building	Continue to deepen the culture of the Management School, fostering a sense of care and warmth among the faculty	Strengthen the personal career development planning for junior faculty members	100% participation of junior faculty members in personal career development planning, with a satisfaction rate of over 90%
			Enhance the service capabilities of administrative management personnel	100% participation of administrative management personnel in service capability

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
				improvement training, with a satisfaction rate of over 90%
			Continuously improve the working and living environment for teachers in the college, creating projects such as the "Home for Faculty and Staff" and the "School Cultural Corridor," and improving classroom and laboratory environments	Implement 30-40 related projects; ensure that classroom and laboratory facilities meet domestic advanced standards
<b>SC5</b>	Significantly Improved Talent Cultivation Quality	Strengthen the cultural education function, build a system of college activities that involves joint efforts from both faculty and students and encourages participation of all members	Strengthen support for students in academics, entrepreneurship, career planning, and employment guidance	Organize 3-5 events annually
			Expand internship and practical training bases for students	5-10 bases
<b>SC6</b>	Clearly Enhanced Social Services Capacity	Clearly and scientifically define SoM's brand positioning and enhance its brand value	Increase investment in external publicity images such as designing SoM website, public accounts, media banners, posters, attire, School emblem, and faculty business cards	Ensure timely updates and display of information on the college website and public accounts, with an average click rate of over 200
			Launch a series of high-quality promotional videos to fully showcase the spirit and achievements of the faculty and students and the important results of various School constructions	5-10

	<b>Commitment</b>	<b>Objective</b>	<b>KPI</b>	<b>Target (2025)</b>
			Strengthen emergency response capabilities, especially in dealing with online public opinion	Effective responses to online public opinion within 12 hours